

PaloAltoGreen Program

Brian Ward

Successful Green Pricing Program

Design, Marketing and Management to Achieve Sales

December 4, 2006

Agenda

1. Success to Date
2. Program Management Best Practices
3. Marketing Best Practices
4. Community Involvement and
Tipping Point Principles
5. Conclusion

PaloAltoGreen History and Accomplishments

History

- Future Green Launch (Earth Day 2000): 200 Participants
- Reformulate and Partner with 3 Phases Energy Services, LLC
- Launch PaloAltoGreen 2003

PaloAltoGreen History and Accomplishments

Accomplishments

- 10% Within First 2 Years of Program
- Nationally Leading Program 2004 – 2007
- Best of its Size – 2005
- Best in Nation 2006
- Wind Power Pioneer Runner-Up – 2006
- Green Power Community – 2006

What An Excellent Partnership Looks Like

- Strong commitment from both sides
- Learning to dance gracefully
- 1 Step Ahead of the Curve
- Willingness to try new and out of the box marketing strategies

The Inside Scoop

- Program Manager role with Utility
- Program Manager role with City

Marketing Best Practices

Winning Marketing Pieces

- **Bill Insert**
- **Bangtail**
- **Direct Mail**

Marketing Best Practices

Messaging: “Let’s be #1”

Bill Inserts

- Messaging: Let's be #1
- % response: 0.69%
- COA: \$10.53



PaloAltoGreen

Let's Be #1
Enroll today and help us reach our goal to build the nation's #1 renewable power program

CHOOSE 100% RENEWABLE ENERGY
Palo Alto residents and businesses can sign up for an extraordinary energy program called PaloAltoGreen. This new program offers the option of 100% renewable energy at some of the lowest rates in the nation. The energy comes from wind—clean and renewable.

ENVIRONMENTAL BENEFITS
PaloAltoGreen enables you to take responsibility for your individual impact on the environment. You help clean our air by reducing the need to burn fossil fuels. Your energy will come from new or recently built, efficient, wildlife-friendly wind generators. So when you buy green, you build green.

LOW RATES
PaloAltoGreen rates are among the lowest for wind power in the United States at \$0.015 per kWh. The additional cost for the average home that uses 650 kWh of electricity a month will be about the cost of a small pizza—\$9.75 a month. Small businesses pay the same additional cost as the residential rate. For larger businesses, the additional cost begins at \$15 a month for each 1,000 kWh block of wind energy.

SIMPLE TO ENROLL
Enrolling is simple and voluntary. Fill out and mail in the acceptance form. Visit our website at www.cpau.com, call (650) 329-2161, or stop by our second floor Customer Service Center at City Hall, 250 Hamilton Avenue, Palo Alto.

Help us reach our goal of making PaloAltoGreen the #1 renewable power program in the country.

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ELECTRICITY | FIBER OPTIC | WATER | NATURAL GAS | WASTEWATER

YES! I want to use clean, renewable power. Please enroll me in PaloAltoGreen.

1. Your name: _____

2. Name on your utility account: _____

3. Service address: _____

4. Utilities account number: _____

5. Daytime telephone number (OPTIONAL, used to clarify your information): _____

6. Email address (OPTIONAL, used to send program information): _____

7. Signature: _____

COMPLETE AND MAIL TO: Utilities Customer Service Center, P.O. Box 10250, Palo Alto, CA 94303

Marketing Best Practices

Messaging:
**“Did you know you can
 choose renewable?”**

Bangtails

- % response: 0.63%
- COA: \$7.56



Marketing Best Practices

Messaging:
“Help us become #1”

Direct Mail

- % response: 3.33%
- COA: \$15.02



PaloAltoGreen

Enroll Today—Choose 100% Renewable Energy
 HELP US REACH OUR GOAL OF 10% PARTICIPATION

INHERIT THE WIND
 Palo Alto residents and businesses can join 1,250 community members in enrolling in an extraordinary energy program called PaloAltoGreen. Already one of the most successful programs in the country, PaloAltoGreen gives you the option of 100% wind energy—clean, renewable, ours to inherit and ours to bequeath.

MAKE A DIFFERENCE
 Like recycling, PaloAltoGreen enables you to take responsibility for your individual impact on the environment. For the average Palo Alto home, the global warming benefit is equivalent to growing 624 trees or not driving more than 11,000 miles each year.

SMALL ADDITIONAL CHARGE
 PaloAltoGreen offers wind power at one of the lowest rates in the country. Residential customers pay an additional \$0.015 per kilowatt-hour. For the average household using 650 kWh per month, that's only an additional \$9.75 per month, the cost of a small pizza. Small businesses pay the same additional cost as the residential rate. Larger businesses can choose to participate in increments of \$15 per month for each 1,000 kWh block.

SIGN UP!
 Enrollment is simple, voluntary and reversible. Sign up online at www.cpau.com or simply fill out the information below and drop it in the mail. You can also call (650) 329-2161 to sign up or ask questions.

Help us reach our goal of 10% enrollment, making PaloAltoGreen the #1 renewable power program in the country.

  

ELECTRICITY | FIBER OPTIC | WATER | NATURAL GAS | WASTEWATER

YES! I want to support clean, renewable power.

1. Name: _____

2. Name on utility account: _____

3. Service address: _____

4. Utilities account number (if available): -

5. Daytime telephone number (CONFIDENTIAL): _____

6. Email address (CONFIDENTIAL): _____

7. Signature: _____

COMPLETE, TEAR OFF AND MAIL — NO POSTAGE NECESSARY

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Other Highlights

- Photography and Branding, a word of caution
- Re-design of CPAU Website
- Excellent CPAU Customer Service
- Becoming a Green Power Community

Willing to Experiment and Try New Tactics

Yard Signs

- Very successful: visual display of community support
- Over 500 distributed since April, 2005



Willing to Experiment and Try New Tactics

- Alix Mayer and her neighborhood group
- Cinema advertising/Email Newsletter
- Events – people come to us now
 - 16% and still rising

Conclusion

- ✓ Just wait, we are on the road to 20%
- ✓ A community Campaign for renewable energy will capture the hearts and minds of the community and drive the deeper penetration
- ✓ You can achieve 5% and 10% participation, think of the difference that will make

Conclusion

- ✓ Partnering with a renewable energy marketer injects excellence in marketing and sales
- ✓ Be open to continually experimenting with new tactics and techniques
- ✓ Learn from the experimentation we've done and put it to good use
- ✓ If you have a good idea, give me a call and tell me about it!



Contact information

Brian Ward

650-329-2251

brian.ward@cityofpaloalto.org